



FY25 REPORT FOR THE MISSOURI DIVISION OF TOURISM

Fiscal Year 2025

The Missouri Division of Tourism (MDT) promotes the state's diverse tourism industry through a comprehensive strategic marketing plan that includes paid, earned, shared and owned media outreach that engages consumers across a variety of platforms and channels. In addition, MDT helps local communities maximize their marketing dollars through its Cooperative Marketing Program and provides support for the motion media industry through the Missouri Film Office.



\$18.6 BILLION

Tourism-related sales in Missouri



\$21.4 BILLION

Tourism industry's total economic impact in Missouri



\$1.17 BILLION

Spent by travelers influenced by MDT's marketing (CY25)



43.2 MILLION

Total number of visitors



\$658.4 MILLION

State tax revenues from tourism



307,233

Missourians employed in tourism



\$4.99 MILLION

Funds disbursed to destination marketing organizations (DMOs)



2.2 MILLION

Number of visits to VisitMo.com



\$356.63

Amount spent per person per overnight trip (FY25)



334,795

Number of visitors to Official Missouri Welcome Centers

MISSOURI FILM OFFICE

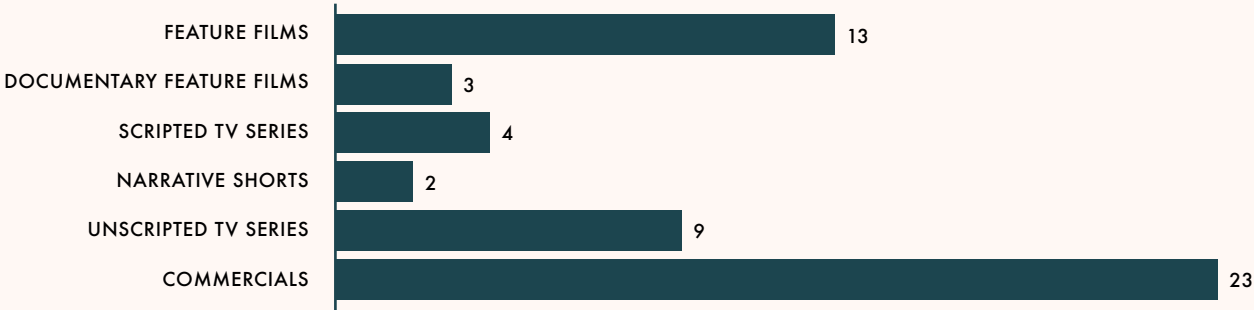
FOR FY25

The Missouri Film Office works to attract productions to the Show-Me State. This office serves as the central point of contact for all statewide inquiries related to film, TV, web and digital media.

2025

The Missouri Film Office assisted 202 projects in 2025, with 54 approved for the Motion Media Production Tax Credit Program.

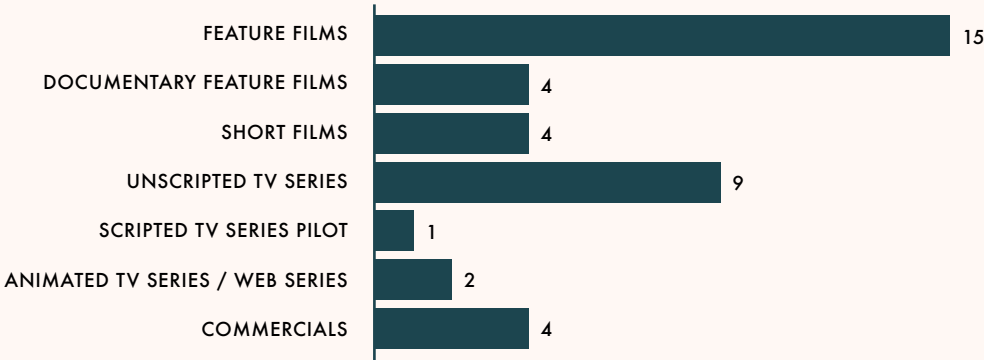
These approved projects accounted for \$15.7 million in tax credits, generating an estimated \$40.7 million in qualified Missouri spending and employing 2,154 Missouri residents in cast and crew roles.



2024

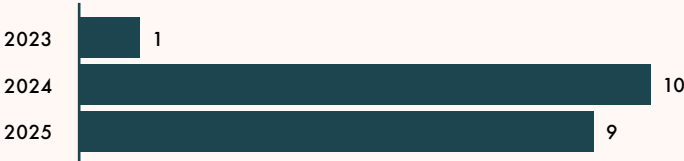
The Missouri Film Office assisted 190 projects in 2024, with 39 approved for the Motion Media Production Tax Credit Program.

These approved projects accounted for \$12.4 million in tax credits, generating an estimated \$33.5 million in qualified Missouri spending and employing 1,437 Missouri residents in cast and crew roles.

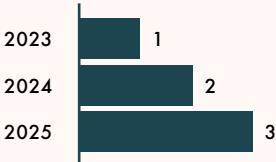


The incentive program launched in October 2023. In the first year, \$2,775,956 of tax credits were approved to one feature film and one short film. Those two projects generated \$6,948,386 in qualified expenditures in Missouri and employed 550 Missouri residents.

PROJECTS OVER \$1 MILLION



PROJECTS OVER \$3 MILLION



COUNTY TOURISM SPENDING AND EMPLOYMENT

	NAICS SPENDING	EMPLOYMENT
ADAIR COUNTY	\$57,875,604.04	1,112
ANDREW COUNTY	\$14,014,677.65	348
ATCHISON COUNTY	\$8,115,845.33	96
AUDRAIN COUNTY	\$32,521,177.76	564
BARRY COUNTY	\$62,030,843.68	1,030
BARTON COUNTY	\$14,486,211.29	344
BATES COUNTY	\$17,505,623.43	349
BENTON COUNTY	\$30,035,999.18	517
BOLLINGER COUNTY	\$5,066,966.85	96
BOONE COUNTY	\$577,525,502.98	11,485
BUCHANAN COUNTY	\$239,393,901.60	3,870
BUTLER COUNTY	\$112,013,963.50	1,918
CALDWELL COUNTY	\$2,829,588.12	59
CALLAWAY COUNTY	\$57,650,191.43	1,034
CAMDEN COUNTY	\$295,524,366.65	4,355
CAPE GIRARDEAU COUNTY	\$272,014,957.37	4,723
CARROLL COUNTY	\$10,943,107.48	222
CARTER COUNTY	\$8,726,625.11	262
CASS COUNTY	\$193,593,465.36	3,793
CEDAR COUNTY	\$17,501,699.96	332
CHARITON COUNTY	\$5,347,976.49	111
CHRISTIAN COUNTY	\$153,443,507.17	3,039
CLARK COUNTY	\$4,176,184.79	104
CLAY COUNTY	\$717,612,359.20	12,914
CLINTON COUNTY	\$11,110,202.18	434
COLE COUNTY	\$201,170,263.82	4,174
COOPER COUNTY	\$28,375,206.06	779
CRAWFORD COUNTY	\$36,683,230.10	718
DADE COUNTY	\$3,894,975.64	108
DALLAS COUNTY	\$19,367,186.80	312
DAVIESS COUNTY	\$3,302,888.21	70
DEKALB COUNTY	\$21,672,912.40	170
DENT COUNTY	\$22,622,127.33	378
DOUGLAS COUNTY	\$11,368,996.56	189
DUNKLIN COUNTY	\$44,610,213.65	729

	NAICS SPENDING	EMPLOYMENT
FRANKLIN COUNTY	\$227,719,996.76	4,393
GASCONADE COUNTY	\$31,850,038.74	580
GENTRY COUNTY	\$5,187,295.51	133
GREENE COUNTY	\$1,068,826,165.43	18,526
GRUNDY COUNTY	\$10,958,577.91	239
HARRISON COUNTY	\$14,806,772.56	198
HENRY COUNTY	\$44,015,131.62	710
HICKORY COUNTY	\$9,827,758.28	238
HOLT COUNTY	\$4,913,167.05	92
HOWARD COUNTY	\$5,404,310.45	143
HOWELL COUNTY	\$80,142,556.98	1,368
IRON COUNTY	\$9,451,512.88	205
JACKSON COUNTY	\$3,005,305,072.48	42,910
JASPER COUNTY	\$330,472,511.63	5,670
JEFFERSON COUNTY	\$387,963,445.05	7,019
JOHNSON COUNTY	\$90,175,155.41	2,176
KNOX COUNTY	\$1,701,597.79	20
LACLEDE COUNTY	\$76,829,170.50	1,145
LAFAYETTE COUNTY	\$39,113,171.95	759
LAWRENCE COUNTY	\$47,151,766.14	769
LEWIS COUNTY	\$4,340,774.46	187
LINCOLN COUNTY	\$70,838,890.16	1,228
LINN COUNTY	\$16,185,332.62	323
LIVINGSTON COUNTY	\$28,758,570.44	541
MACON COUNTY	\$30,109,056.91	576
MADISON COUNTY	\$15,326,252.45	322
MARIES COUNTY	\$2,754,454.05	36
MARION COUNTY	\$83,352,546.29	1,462
MCDONALD COUNTY	\$16,344,060.05	387
MERCER COUNTY	\$790,095.29	15
MILLER COUNTY	\$64,759,440.91	940
MISSISSIPPI COUNTY	\$10,296,593.44	283
MONITEAU COUNTY	\$10,311,796.72	226
MONROE COUNTY	\$5,323,902.72	160
MONTGOMERY COUNTY	\$10,614,364.22	244
MORGAN COUNTY	\$44,646,706.55	719
NEW MADRID COUNTY	\$40,411,147.83	388
NEWTON COUNTY	\$138,538,212.29	2,283
NODAWAY COUNTY	\$40,056,229.86	937
OREGON COUNTY	\$9,021,056.71	167
OSAGE COUNTY	\$8,382,344.37	229

	NAICS SPENDING	EMPLOYMENT
OZARK COUNTY	\$12,591,895.80	245
PEMISCOT COUNTY	\$13,659,650.39	275
PERRY COUNTY	\$32,511,214.44	639
PETTIS COUNTY	\$102,175,549.65	1,708
PHELPS COUNTY	\$121,910,029.94	2,057
PIKE COUNTY	\$19,784,679.33	449
PLATTE COUNTY	\$399,837,200.54	6,935
POLK COUNTY	\$49,976,652.04	776
PULASKI COUNTY	\$106,820,317.91	2,961
PUTNAM COUNTY	\$1,595,181.22	33
RALLS COUNTY	\$8,331,528.79	183
RANDOLPH COUNTY	\$40,428,001.65	646
RAY COUNTY	\$18,856,623.61	425
REYNOLDS COUNTY	\$4,795,363.04	93
RIPLEY COUNTY	\$9,256,913.94	157
SALINE COUNTY	\$32,538,844.52	630
SCHUYLER COUNTY	\$770,835.22	24
SCOTLAND COUNTY	\$2,500,726.60	45
SCOTT COUNTY	\$64,595,714.07	1,138
SHANNON COUNTY	\$10,048,168.92	160
SHELBY COUNTY	\$2,807,219.34	83
ST. CHARLES COUNTY	\$1,247,128,606.89	23,103
ST. CLAIR COUNTY	\$4,890,654.85	97
ST. FRANCOIS COUNTY	\$137,636,311.27	2,597
ST. LOUIS CITY	\$1,850,046,178.99	25,578
ST. LOUIS COUNTY	\$3,383,616,871.71	57,039
STE. GENEVIEVE COUNTY	\$25,956,884.50	604
STODDARD COUNTY	\$41,640,515.50	732
STONE COUNTY	\$302,549,839.46	2,563
SULLIVAN COUNTY	\$771,476.28	14
TANEY COUNTY	\$929,165,447.74	11,944
TEXAS COUNTY	\$20,632,421.35	365
VERNON COUNTY	\$31,507,818.05	563
WARREN COUNTY	\$54,487,206.22	823
WASHINGTON COUNTY	\$20,273,113.92	345
WAYNE COUNTY	\$7,750,419.75	304
WEBSTER COUNTY	\$48,456,318.18	792
WORTH COUNTY	\$272,475.85	7
WRIGHT COUNTY	\$21,995,359.42	417
Total	\$18,641,675,783.52	307,233

North American Industry Classification System (NAICS) Spending: Spending in the 45 tourism-related NAICS codes (source: Missouri Department of Revenue)
Employment: Employment in the 45 tourism-related NAICS codes (source: Missouri Department of Labor and Industrial Relations)

TOURISM-RELATED NAICS* CATEGORIES

NAICS CODE - DESCRIPTION	
1	722511 - Full-Service Restaurants
2	711110 - Theater Companies and Dinner Theaters
3	722310 - Food Service Contractors
4	722320 - Caterers
5	722330 - Mobile Food Services
6	722513 - Limited-Service Restaurants
7	722514 - Cafeterias, Grill Buffets, and Buffets
8	722515 - Snack and Nonalcoholic Beverage Bars
9	722410 - Drinking Places (Alcoholic Beverages)
10	721110 - Hotels (except Casino Hotels) and Motels
11	721120 - Casino Hotels
12	721191 - Bed-and-Breakfast Inns
13	721310 - Rooming and Boarding Houses
14	721211 - RV (Recreational Vehicle) Parks and Campgrounds
15	721214 - Recreational and Vacation Camps (except Campgrounds)
16	721199 - All Other Traveler Accommodation
17	611610 - Fine Arts Schools
18	711120 - Dance Companies
19	711130 - Musical Groups and Artists
20	711190 - Other Performing Arts Companies
21	711510 - Independent Artists, Writers, and Performers
22	711211 - Sports Teams and Clubs
23	711212 - Racetracks
24	711219 - Other Spectator Sports
25	713120 - Amusement Arcades
26	713950 - Bowling Centers
27	713910 - Golf Courses and Country Clubs
28	713110 - Amusement and Theme Parks
29	712110 - Museums
30	721120 - Historical Sites
31	712190 - Nature Parks and Other Similar Institutions
32	713920 - Skiing Facilities
33	713930 - Marinas
34	487110 - Scenic and Sightseeing Transportation, Land
35	487210 - Scenic and Sightseeing Transportation, Water

TOURISM-RELATED NAICS* CATEGORIES

NAICS CODE - DESCRIPTION	
36	487990 - Scenic and Sightseeing Transportation, Other
37	532284 - Recreational Goods Rental
38	561599 - All Other Travel Arrangement and Reservation Services
39	611620 - Sports and Recreation Instruction
40	611699 - All Other Miscellaneous Schools and Instruction
41	711310 - Promoters of Performing Arts, Sports, and Similar Events With Facilities
42	711320 - Promoters of Performing Arts, Sports, and Similar Events Without Facilities
43	713290 - Other Gambling Industries
44	713990 - All Other Amusement and Recreation Industries
45	712130 - Zoos and Botanical Gardens

*NAICS was originally developed for use by U.S. government agencies for the collection, analysis and publication of data related to the U.S. economy (source: Missouri Department of Revenue).